To: Richards, M, Mitchell, Greg, Gambardella, Mark R., Brown, Greg, Dibenedetto, Charles A., Grossberg, S, Maney, F
From: Kuruc, Nick
Edited: 1/19/98 7:47
Subject: New World Merchandising

Based on comments from Managers and Sales Reps during last week's "breakout meetings" I have put together an informal Action Plan for formulating and conducting the Discovery Process with key retailers, and finally making decisions with regard to testing New World Merchandising setups.

Attached is a copy of that Action Plan.

If you decide to hold monthly meetings as outlined in the plan for the purpose of discussing merchandising alternatives, please feel free to include Audrey, Lanny or me in the process.

CC: Evanchik, A E., Wolfe, Laney, Alese, Louann F., Klein, John F., Feltman, John P., Orourke, Rory, Figueroa, David A., Teeter, Gregory, Moulton, G, Groll, A P., Mallardi, J, Perez, F J., 1200 - New York Region (SCULLYA)

51842 7331

Source: https://www.industrydocuments.ucsf.edu/docs/hgcp0000